



Why Create a Place?

There are many far-reaching reasons to creating great **places** like the First Street Promenade. And there are benefits both for the regular users as well as the community at large:

- **Places** nurture and define community identity through greater community organization, a better sense of dedication and volunteerism, perpetuation of integrity and values, and a common vision.
- **Places** promote a greater sense of comfort because they are visually pleasing, generally stimulating, environmentally friendly, and promote a sense of belonging.
- **Places** draw a diverse population, including more women, children and seniors, as well as a greater ethnic and cultural mix, by supporting a wide range of activities and uses, new service, new retail, and customer niches, and encouraging community involvement and a sense of pride in the area.
- **Places** foster frequent and meaningful contact through improved sociability, cultural exposure and interaction, exchange and preservation of information, wisdom, and values, reduction of race and class barriers, and promotion of feelings of interconnection and community.



Ingredients of Successful Places

The qualities that make up a great place can be distilled into the four following basic ingredients:

Activities & Uses

A good place should be full of homegrown activities that act as the glue of their communities, drawing people to them for companionship and relaxation. A healthy variety of such uses will attract a variety of people and keep a place lively at all times of day.

Access & Linkages

A good place is visible and easy to get to. People need to see that there is something to do and that others have been enticed to enter. Conversely, if the street is too dangerous to cross, the place won't be well used. Linkages are opportunities to connect different elements so that they create a people-friendly environment that encourages strangers to talk to other strangers as if they knew each other. Easy access to transit is also an important ingredient.

Comfort & Image

Good places entice people through well-designed amenities, such as seating, shade trees, bike racks, and bulletin boards. They also entice through good management that keeps walkways clean, paint from peeling, and neighborhoods safe. Good details can tantalize – they signal that someone took the time and energy to design amenities that are welcoming and that respond to the unique needs of neighborhood people.

Sociability

A sociable place is one where people want to go to observe the passing scene, meet friends, and interact with a wide range of people. Sociability is achieved by working together with the unique, local assets that can be found in all communities, and then combining the above ingredients to make a great place.